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Kernan Announces Recycled Product Marketing Grant for Lafayette's Packaging Systems of Indiana

INDIANAPOLIS — When it comes to transporting durable products like bricks and coils, manufacturers have environmentally friendly options – they just may not realize it.

In an effort to increase that awareness, Lt. Governor Joe Kernan announced today that the Indiana Department of Commerce's Energy Policy Division has awarded Packaging Systems of Indiana a \$30,000 Recycled Product Marketing Grant. The Lafayette-based company will use the funding to implement a marketing plan to promote its recycled-content products.

"Recyclable materials can be used in a variety of ways, as Packaging Systems of Indiana is proving," said Kernan, who serves as director of the Department of Commerce. "Finding creative, effective uses for these materials and spreading the word about them not only creates a cleaner environment, but also a more efficient business climate."

Packaging Systems of Indiana supplies a national base of customers with 100-percent recycled post-industrial "brick board" and post-industrial plastic edge protection for products that are shipped on pallets and coils. Additionally, Packaging Systems performs 'recycling audits' for companies in an effort to increase their efficiency.

The brick boards act as barriers to protect bricks from damage when they are moved by forklift. Brick boards are inserted into banded packages of brick and other materials to prevent breaks and chips.

Packaging Systems' inner/outer edge protectors are placed between the shipped products and the plastic or metal bands that wrap around the products to secure them in place. Traditionally, wood blocks are used for this purpose. The recycled-content plastic veneer does not dent, weather, absorb water, cut into the product, or perform poorly like the wood products do over time. Moreover, it provides an alternative that utilizes plastic scrap that would otherwise end up in Indiana landfills.

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Packaging Systems of Indiana will market its brick board to the brick manufacturing industry and the edge protection to businesses that ship via pallets and coils. The company plans to create a Web site and a sales brochure, attend trade shows and do mass mailings as marketing tools in hopes of increasing sales and diverting more plastic scrap from landfills.

Recycled Product Marketing Grants assist Indiana businesses with the development and implementation of a marketing plan for recycled-content products. Grants of up to \$30,000 are available per applicant, not to exceed 50 percent of eligible project costs.

The Indiana Recycling Energy Development Board, which meets quarterly, reviews grant proposals and determines awards. The Energy Policy Division of the Indiana Department of Commerce administers the program. For more information on the Energy Policy Division's recycling programs, please contact Tiffany Sorge at 317.232.8940 or visit <http://www.commercerecycles.in.gov/>.

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